

"ROCKLATH SAVE STEEL?"

U.S. PAT. OFF.

*You know it does, Red---and
it's really helping me now!"*

PLAINTIFF'S EXHIBIT

USG-1146



"Let's be practical. Important any time—particularly so today—are the big savings in steel ROCKLATH plastering systems give you. If you're feeling the current pinch, better let ROCKLATH Plaster Base help you keep your building up to schedule. Write or see me for steel-saving details."

Red Topper

YOUR U.S.G. SALESMAN



This contractor friend of mine is finding there's nothing quite like ROCKLATH and plaster construction. He's all-out for ROCKLATH Plaster Base as a top quality answer to today's steel-shortage problem. ROCKLATH helps keep his production



moving—meets his quality standards and fire-code requirements as well. In using the 2" solid ROCKLATH and plaster partition, he figures a substantial saving of critical materials. And ROCKLATH Plaster Base makes column fire-proofing a cinch. Better look into ROCKLATH. It may be *your* answer!



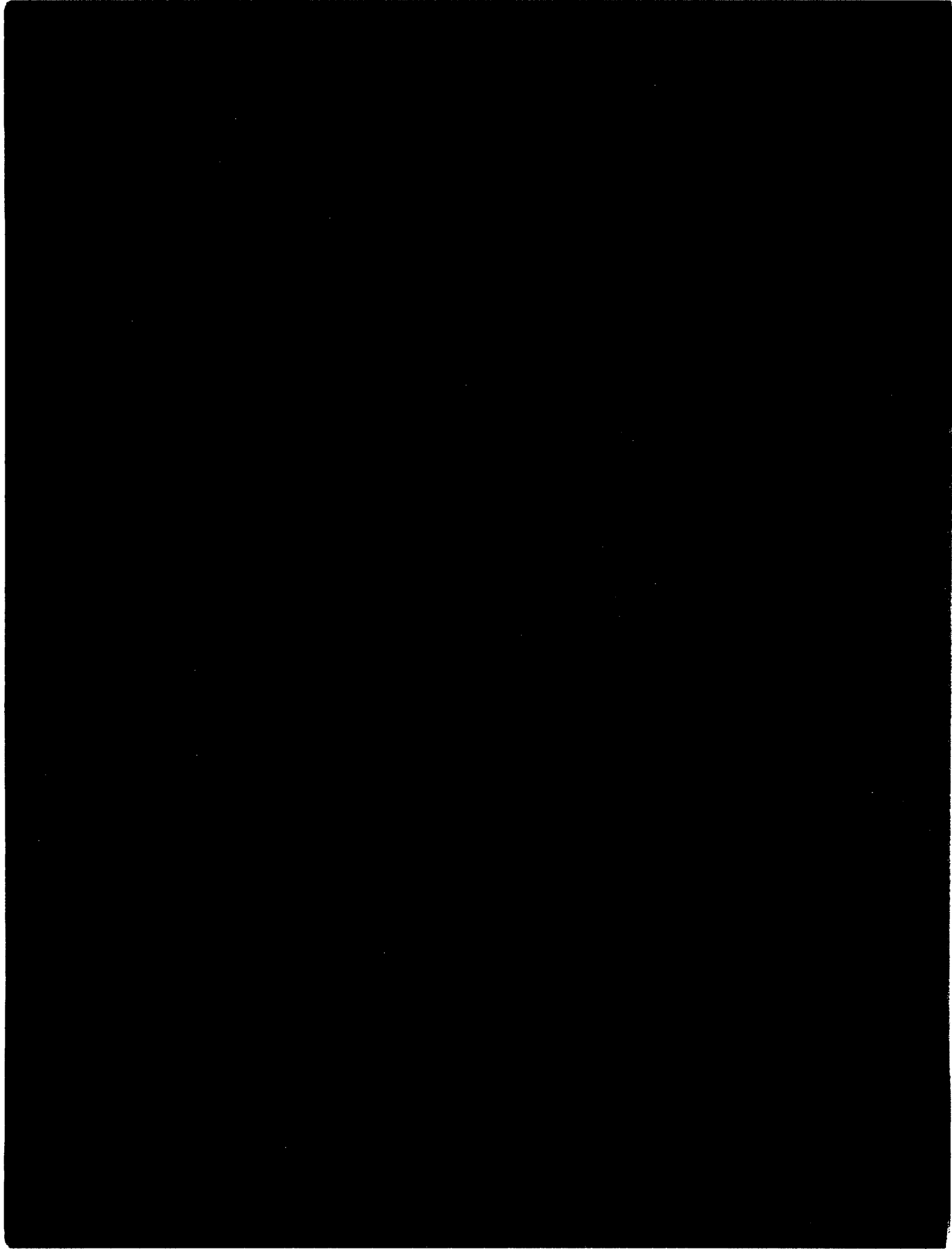
United States Gypsum

For Building • For Industry

The Greatest Name In Building

Gypsum • Lime • Steel • Insulation • Roofing • Paint

BB025 2015



Sales Aids that pull in prospects

Be like the early bird that always gets the worm, and go out now for your share of the big spring Roofing and Siding business. You'll get your share and more, with these sure-selling sales aids—prepared for you by United States Gypsum.

direct mail

Colorful, hard-selling letters, envelope stuffers, broadsides and handouts.

newspaper

Attention-getting newspaper ad mats, pre-tested to pull in prospects

radio

Interesting and convincing radio scripts that will *talk* your customers into buying.

movie

Dramatic Hollywood production for locally sponsored showings.

displays

Dynamic, eye-catching posters and window display units.

samples

Pep up your presentations with easy-to-carry, easy-to-show samples.

job signs

Traffic-stoppers you can use to advertise right on the job-spot.

Pulling in prospects is one job . . . making them satisfied customers is another. That's where the quality-controlled line of USG* Roofing and Siding makes your selling job simpler and more profitable. Finer materials and workmanship are reflected in the beauty and strength of every shingle. They almost sell on sight . . . they always satisfy. Here are more reasons why!

A Quality Line that Really Satisfies

first

with the latest developments in roofing and siding. Strong research has been a point of pride with U.S.G. for 50 years. And here are the newest!

This new GRIP-LOCK* Shingle is a fast seller, because it's ideal for low cost re-roofing jobs. You apply it quickly in a beautiful basket weave pattern.



New PASTEL BLENDS in USG Thick Butt Shingles—all soft in tone; quaint in charm. The ladies love 'em!



packed with pulling power!

foremost

It's exclusives like GLATEX*, the asbestos-cement siding with the beautiful, washable china-like finish, that make

U.S.G. a recognized leader in the roofing and siding field. And look at these USG Roofing exclusives: SUPER-TITE*, ARRO-LOCK*, DUBL-TAB, THATCH, SHINGL-ROL, SIL-O-ETT*.

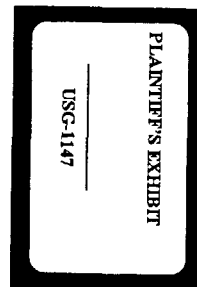


finest

If you know *best*, you'll most certainly want to handle this complete USG line. The fine quality of the products is changeless; the variety of colors and designs seems almost endless. For further details contact your USG representative— or write United States Gypsum, 300 W. Adams St., Chicago 6, Illinois.

* U. S. Pat. Off.

UNITED STATES GYPSUM
The Greatest Name in Building



a
new
USG
spring
promotion
plan

